



Executive Summary
Board of Directors Meeting
Thursday, January 28, 2010
Gateway Community & Technical College
Boone Campus

The meeting was convened by Chair Rick Jordan. Minutes of the previous meeting were amended.

Chair's Report

Mr. Jordan noted that the current period is a critical time for the college due to state budget deficits and the new budget under consideration by the General Assembly. He urged the board members to become members of Kentuckians for Community and Technical Colleges and to sign the online advocacy petition to ensure our lawmakers make smart investments in our students and the state's economy. Board Member Jeff Groob called the board's attention to HB514 to reauthorize a KCTCS capital project (among other provisions) and provided a voting report.

Standing Committee Reports

Bylaws/Rules

There was no report from this committee.

Budget/Summary Review

At Secretary Ken Paul's request, Mike Baker, vice president of business and administrative affairs, described KCTCS budget controls: KCTCS has very strong controls in place and GCTC requested an internal audit last year to assure that processes were being followed correctly. GCTC works closely with Wendell Followell and Ken Walker at KCTCS to assure conformity with controls. Vice President Baker also reported that, due to enrollment growth, tuition revenues are higher this fiscal year than projected, and the budget appears solid. During discussion surrounding the financial review, Chairman Jordan noted the availability of the budget and audit reports for review by board members.

Performance Evaluation of the President

There was no report from this committee.

President's Report

Dr. Hughes began his report by calling Tess Burns, web services manager, to demonstrate new content recently added to the GCTC website. New content has been added to the Board of Directors section. Patterned after the KCTCS website, pages have been added for board meetings, policies and bylaws. Photographs of board members and short biographies will be added soon. The section can be found under "Our Leadership" after clicking on the "About" tab on the home page. A new section, "Urban Campus Project," has been added to the "Visitors/Community" tab on the front page. The section is based on the Urban Campus Status Report to the Community recently distributed to members of the community. The section describes the project's history, current status, proposed future plans and provides a response mechanism to elicit additional community input. A "News and Resources" subpage compiles public documents from GCTC and other community entities that have endorsed the project. The page will be updated on a routine basis.

Dr. Hughes then called upon additional members of the college administration to present the following reports:

Enrollment Report

Ms. Patricia Goodman, dean of institutional research, planning and effectiveness, and Mr. Andre Washington, director of admissions and enrollment management, reported on enrollment, including the following highlights:

- Fall enrollment of 4206 students was an increase of 21%.
- Over the past three years, the ratio of part-time to full-time enrollment has become very consistent in the fall with roughly two-thirds enrolled part-time and a third enrolled full-time.
- The number of degree seeking students increased by 25.5% in the fall.
- The fall-to-fall retention rate was 57.72%, third highest among KCTCS colleges and 4% higher than the system average.
- Fifty-five percent of new students in the fall had total family income under \$25,000 per year, and one-fourth had total family income under \$10,000 per year.
- As of Jan. 28, spring enrollment stood at 3,710 students, compared to final spring 2009 enrollment of 3,466 students.

- Current spring enrollment does not include students who will register for shorter sessions beginning later in the spring but already shows an increase of 6%. Projected spring enrollment is 4,000, a 14% increase spring to spring.
- New placement requirements have been established for Northern Kentucky University. The higher required test scores are likely to drive continued enrollment growth. GCTC is working with NKU to develop plans for the anticipated increase.

Workforce Solutions

Dr. Angie Taylor, vice president of Workforce Solutions, described a new sales pipeline being used by Workforce Solutions as part of the KCTCS Workforce Competitiveness Initiative. The pipeline tracks sales by client, industry, internal account representative, type of service, the sales/purchase stage, the training stage, and revenue generation. Dr. Taylor reported that the pipeline is based on similar models used in industry and improves the ability to project annual sales and aids staff in tracking projects. Dr. Hughes noted GCTC is one of four KCTCS colleges engaged in the WCI and is the most fully engaged in the pilot program.

Academic Affairs

Ms. Marinell Brown, associate provost, reported that the three associate provosts, including Dr. Gail Wise and Teri VonHandorf, met with Dr. Hughes and accepted additional responsibilities for overseeing academic affairs until a new provost can be hired. The three associate provosts are in constant communication, meet regularly with Dr. Hughes and are currently planning the class schedule for the summer and fall of 2010, with a projected 15% to 20% increase in offerings. She described a three-pronged process involved in adding classes: What is academically sound? Do we have faculty? Do we have space? She also reported that Ms. VonHandorf has formed a developmental education leadership team to lead developmental education efforts.

Student Affairs

Ms. Ingrid Washington, vice president of student affairs, highlighted some of the initiatives under way to deal with a growing number of students seeking transfer degrees. Dr. Hughes noted HB 160, transfer legislation, has been introduced in the Kentucky General Assembly and, if signed into law, will make the transfer process from two-year to four-year colleges much more seamless. He reported the bill passed the House 97-0 with support from all N KY legislators. Ms. Washington reported a 200% increase in students seeking transfer degrees. The need for career services has exploded as a result. In response, the Student Affairs team developed a career services plan featuring a Transfer Fair this spring, advising and related services offered in the Student Service Center. Ms. Washington also reported that the Student Government Association and the Spanish Club are partnering with Matthew 25 Ministries to raise money and collect goods for the victims of the earthquake in Haiti. EF Tours, the agency GCTC uses for international student travel programs, will match the money raised by colleges using their services up to \$100,000.

Resource Development/Public Relations

Ms. Laura Cook Kroeger reported that the capital campaign is ongoing and has raised \$5.8 million. An anonymous donor has contributed \$50,000 in stock that likely will be matched by the KCTCS Foundation, thereby creating a \$100,000 endowed scholarship. Griffin Industries was so touched by a thank-you note from a scholarship recipient that the company increased the amount of future scholarships to \$1,500 annually. She also reported on increased use of the web since the launch of the new site Sept. 15. More people are visiting more often and spending more time during visits.

LEAD Presentation (New Business)

Dr. Hughes called upon Dr. Taylor and a group representing the LEAD program to provide background on this internal leadership program. Presentation participants, all LEAD graduates, included Amber Decker, Steve Pople, Jeremy Berberich, and Carissa Schutzman, all of whom have accepted positions of increased responsibility since their LEAD participation. The group presented program highlights:

- 37 employees have graduated from LEAD
- 54% of participants have been promoted
- 100% are serving on a variety of committees
- 2 have been elected to the board of directors

They also commented on the impact the program had on them personally and on the future of the program.

Dr. Hughes noted that GCTC employees recently have received national, state, regional and local recognition, as described in his written report. Chairman Rick Jordan complimented the entire faculty and staff for their continuing leadership, diligence and cooperation.

Construction Update

Dr. Hughes reported that the progress of the Center for Advanced Manufacturing is on schedule and furniture is to be delivered in April.

Unfinished Business

Strategic Planning

Ms. Goodman reported on the progress of the strategic planning process for the 2010-16 planning cycle. To date, all employees have been engaged in the process. A comprehensive schedule is being developed to engage a wide variety of external partners, including (but not limited to): the Center for Great Neighborhoods, Cincinnati State Technical and Community College, Community Action Commission, Covington Business Council, CPE Regional Stewardship, Greater Cincinnati Consortium of Colleges and Universities, Greater Cincinnati Health Consortium, individual school districts, Legacy, the Northern Kentucky Area Development District, Northern Kentucky Chamber of Commerce, Northern Kentucky Council of Partners, Northern Kentucky Superintendents, Northern Kentucky University, P-16 Council, Partners in Prevention, Sixth District Elementary School, Southbank Partners, STRIVE, Thomas More College, United Way, University of Cincinnati and Vision 2015. Internal and external collaboration should be complete by early April 2010 with the plan presented for approval by the board of directors in May. Implementation is expected to begin in July. The focus of the plan is "Transitions."

Advocacy Campaign

Ms. Cook Kroeger reported on the status of the public advocacy campaign, including a highly successful visit by KCTCS President Dr. Michael McCall to Northern Kentucky Dec. 9. GCTC's advocacy efforts will continue in February and March. A busload of students, faculty and staff will attend KCTCS Rally Day in Frankfort on Feb. 25. Additional students, faculty and staff will meet with legislators at the Capitol on March 9, 10 and 11. The advocacy effort is one of the first to offer service learning credit to students.

Urban Campus Update

Chair Jordan reported that he had asked Dr. Hughes to prepare a status report to the community on the Urban Campus. That report was printed and distributed internally and externally. In addition, a new web page was created to enable rapid updates to the community. Dr. Hughes said status reports will be produced and distributed every six months to keep the college and community informed. He summarized the contents of the current report and noted that plans remain in the developmental stage, particularly in terms of programming. He reported that the end result will depend on community and workforce needs, adequate capital funding and adequate operational funds. The current status is that a location has been proposed which enables additional planning about what to put at the location to begin. He described the Urban Learning Center's original partnership and noted that the ULC partner board will serve as the basis of an advisory panel to help distill community input regarding programs and services at the Urban Campus. After input is received, it can then be determined what kind of facilities to develop and what should be in them. The current lease of the Two Rivers facility from Covington Independent Public Schools will enable GCTC to offer more classes and serve more students than currently possible at the current Urban Center on Levassor Avenue. Dr. Hughes noted there had been questions raised about the proposed programming and emphasized that plans are not final. Dr. Hughes also noted that three community forums will be hosted by external groups, including one Feb. 18 hosted by the Covington Business Council; one Feb. 23 co hosted by the Center for Great Neighborhoods and the Covington Business Council; and one on March 1 hosted by Vision 2015. All will take place at The Madison at 700 Madison Avenue, Covington, from 6:30 to 8:30 p.m. General discussion ensued on the merits of various issues related to the Urban Campus.

Announcements

Thursday, March 11, 2010

Budget Committee Meeting

Thursday, March 25, 2010

Board Meeting

The meeting was adjourned.